

## FINANCE

Advertising Effectiveness

## EDITORIAL SPONSORSHIP

DISPLAY ADVERTISING

COMPETITION

INVESTEC



# INVESTEC CREATES A WINNING INVESTMENT WITH HELLO!

### SETTING THE SCENE:

*Investec* – the specialist bank and asset manager and sponsor of the Investec Derby Festival at Epsom was looking for an upmarket title to host a branding campaign that incorporated added value and “outside-the-box” creativity for the upcoming Investec Derby Festival.

This leading sporting event is much more than a horseracing

meet — it is a social gathering with a worldwide following and showcases high fashion, high stakes and high culture. The event kicks off “the season” so it was an important objective of Investec’s marketing team to work with a title that reflected the event’s winning combination of style, racing and social environment. **HELLO!** instantly ticked all the boxes.





## What were the main objectives for the activity with HELLO!?

To make the Derby the pre-eminent event of the season, "Where/wear to be seen", to target the elusive "Alpha Female" audience which **HELLO!** offers; and to persuade those who had not been to the Investec Derby before. By sponsoring **HELLO!**'s Diary of the Week, we were able to create a close association between the **HELLO!** and the Investec brands. By sponsoring the Most Stylish poll as well, in the same issue, we were able to extend the advertising message far beyond a straightforward branding campaign.

## What attracted you to HELLO! specifically for the campaign?

"**HELLO!** is the most upmarket and glossiest of all the celebrity titles with an affluent audience, and also benefits from carrying coverage of royal and society events in a way that other weekly titles do not. **HELLO!** is the 'acceptable' face of celebrity coverage and its readers are not ashamed to be seen reading it!"

## How did you find the creative work and service you received from HELLO!?

"Excellent. **HELLO!**'s commercial team understood our objectives and sponsorship requirements immediately. They were very quick to respond to our initial brief, and offered us fantastic creative solutions which were well executed in the magazine."

Lizzy Ansell, Marketing, Investec



# FINANCE: INVESTEC

## ELEMENTS OF THE CAMPAIGN:

**HELLO!** proposed a creative campaign with a social and stylish theme. The main element of the campaign was the sponsorship of **HELLO!**'s Diary of the Week. This weekly feature plays host to topical photo-coverage of high society events including parties, receptions, gallery openings, charity galas and, of course, sporting events from "the season", and its upmarket and stylish approach was the perfect environment for Investec's sponsorship. The sponsorship ran for two weeks, which featured the event logo in the heading, and an advertising strip to include the bank's corporate identity, and the name, address, dates and website of the event.

For further brand awareness Investec ran a full-page display advertisement immediately next to the sponsored Diary of the Week feature, for both weeks of the campaign. To remain in keeping with the theme of the campaign, the creative included the headline "Wear to be seen".

As part of the creative objective, Investec provided a prize for the weekly Most Stylish poll. This weekly prize draw, which is fashion-led and celebrity focused, was an ideal way for Investec to interact with **HELLO!** readers. The high number of entries this promotion received reflected the suitable brand fit between **HELLO!**, Investec and the Epsom Derby Festival.

## WHY HELLO!?

- **HELLO!**'s female readers spend a massive £200 million on their credit cards each month
- Over 550,000 **HELLO!** readers have an ISA – that's half a million more than both Harpers Bazaar and Vanity Fair
- Over 450,000 **HELLO!** readers pay money into a savings account every month – that's 200,000 more than the Observer Magazine and 150,000 more than the Guardian Weekend

Source: TGI Apr 09 – Mar 10

Vote for the most stylish at the Williams wedding and... *SPY poll*

**WIN A V.I.P. EVENING OF RACING AND MUSIC AT EPSOM**  
WORTH £2,000

**TOP OF THE POLLS...**  
The answer is Ben Mendelsohn who got 10% of the vote, according to HELLO! readers. Your total of most dress-wearing answers was 20 per cent of the vote, under Lopez finished just second with 15 per cent, while there were hardly any supporting Aniston.

**COMBINATION LOGS**  
Cavendish in Barbikins, who won't have the top two votes, and Cavendish and Vito by Top Secret.

**How to vote**  
You can vote to see to via our website. Entries must be received by midnight on Sunday 10 May 2010.

**By text**  
Send the code of your chosen celebrity, or the number of the horse, to HELLO! on 0900 000 0000. Texts are charged at 15p per text. There is a 10p per text charge for the first text. There is a 10p per text charge for the first text. There is a 10p per text charge for the first text.

**and online**  
Go to [www.hellomagazine.com](http://www.hellomagazine.com) to vote for the most stylish guest.

**How to win**  
The winner will be chosen by a panel of judges. The winner will receive a prize of £2,000. The winner will receive a prize of £2,000. The winner will receive a prize of £2,000.

**Prize**  
The winner will receive a prize of £2,000. The winner will receive a prize of £2,000. The winner will receive a prize of £2,000.

**Terms and conditions**  
This promotion is open to all UK residents aged 18 and over. The prize is £2,000. The prize is £2,000. The prize is £2,000.

**David and Lara's most stylish guest is...**  
The answer is Ben Mendelsohn who got 10% of the vote, according to HELLO! readers. Your total of most dress-wearing answers was 20 per cent of the vote, under Lopez finished just second with 15 per cent, while there were hardly any supporting Aniston.

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# HELLO!

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